

A.S. shuffles budget allocations

BY MINERVA PANLILIO
Spartan Daily Staff Writer

After three weeks of deliberations, the Associated Students board of directors came to an agreement about next year's A.S. budget on Wednesday.

By a 9-2 vote, a motion made by director of California state affairs Nicole Launder passed.

The motion accepts the budget recommended by the budget committee with a few amendments. The

amendments include:

- Take \$500 from the recommended \$4,100 out of A.S. Judiciary
- Take \$250 from the recommended \$128,000 out of A.S. Leisure Services
- Take \$250 from the recommended \$123,200 out of A.S. Program Board
- Take \$1,500 from the recommended \$16,500 out of A.S. Work Study/Student Assistant,
- Take \$2,000 from the recom-

mended \$9,000 out of ice hockey

This totals \$4,500 and would be added to the \$2,056 of the current unallocated funds. The unallocated funds would then equal \$6,556.

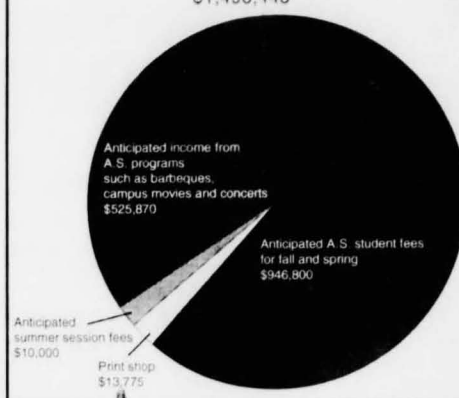
This money would be used to give Monterey County Campus \$5,157 more to total \$15,408; Gay, Lesbian and Bisexual Alliance \$750 more to increase its allocation to \$1,750; and the Environmental Resource Center \$649 more to total its funds at \$10,131.

MCC was originally recommended \$10,251. According to Carol Rodrigues, MCC's student body president, in Fall 1992, 551 students attended the Monterey campus. Classes at the Monterey campus are taught through a satellite connection with the main campus in San Jose.

Rodrigues said out of those 551 students, 305 take classes only at Monterey and the other 246 take

See BUDGET, Page 8

Associated Students projected budget for 1993-94
\$1,496,445



To touch the face of God



Soraj Prathnadi paints Michaelangelo's "The Hand of God" for his fellow classmates, Chris Nadeau, both art majors, did the layout, groundwork and art direction for the piece, and their Art 14 classmates painted it last week.

Feminist art statement mysteriously vanishes

BY LAURA KLEINMAN
Spartan Daily Staff Writer

Aimee Funasaki refuses to be artistically silenced. Undaunted by threatening forces, she recreated, then re-displayed an art project that mysteriously disappeared from its outdoor display site May 3.

You may have seen Funasaki's or her classmates' fiber art sculptures hanging around on campus. The "on-sight installations" were created by art students enrolled in Consuelo Underwood's fiber sculpture class.

Funasaki's sculpture is based on issues for which she feels very deep conviction — women's issues.

"When you really feel strongly about something, art is a powerful way to express it," Funasaki said.

Funasaki hung the original sculpture out in front of Hoover Hall last Monday, but by the end of the day it was gone.

The sculpture titled "Being a Woman" was constructed out of ropes, strips of white cloth, wire hangers and folded sheets of paper with different women's issues written on them. Folding each sheet of paper in half, Funasaki printed an issue on the front countered with opposing negative stereotypical remarks inside.

One said "freedom of choice," with "subordinate" printed on the inside.

Others said, "pro-woman; feminist" with "lesbian; dyke; man-hater; anti-male; has no life" inside and "independent woman" with "she's

nothing without a man."

The written messages were hung among red ropes and long strips of white cloth from which real wire coat hangers were tied. "These are the most powerful symbols of breach of a women's freedom of choice," Funasaki said.

With the encouragement of Underwood, Funasaki came forward and stated her disappointment with the disappearance of her sculpture. Having cleared her display with Facilities, Development and Operations, she was concerned it might have been intentionally removed by someone who disagreed with the message.

Funasaki decided to recreate her project. "They can tear down the project, but they can't destroy the idea," she said. It was 4 a.m. Wednesday morning before she finished the replica.

While hanging the recreation Wednesday afternoon, Funasaki was approached by UPD Officer Dave McKenzie, who was responding to a complaint. She explained she had received authorization, and McKenzie left after checking with housing staff.

According to the UPD report, the call had come from SJSU student Ryan Anthony. From his second-floor dorm window in Hoover Hall, Anthony has a clear view of the tree from which Funasaki's sculpture is hung.

Anthony said he enjoys looking at the trees outside his window. He said Funasaki's sculpture was "wrecking a thing of nature and creating an

See THEFT, Page 10

Students of color falling off in college prep requirements

BY TRUONG PHUOC KHANH
Spartan Daily Staff Writer

There is an ever-widening leak draining the pool of Latino and African-American high school students who qualify for CSU or UC admittance.

Within the San José Unified School District, only 8 percent of graduating Latinos and 7 percent of graduating African-Americans of the class of '92 met the bare minimum requirements to apply at a UC or CSU campus.

According to a report prepared by Christopher Villa, director of Student Outreach and Recruitment at SJSU, students must fulfill 15 units of college preparatory courses — called A-F — by the

time they graduate from high school in order to meet the minimum standards for entry at UC or CSU.

General GPA and SAT scores are additional criteria universities look at in determining eligibility.

Overall, 28 percent of last year's graduates from the district that includes Leland, Lincoln, Pioneer and Willow Glen high schools passed those courses with a "C" or better.

East Side Union High School District fared better: 20 percent of Latino and 22 percent of African-American graduating seniors completed

See SCHOOL, Page 3

Area's only food processing lab to open at SJSU

BY TORREY WEBB
Spartan Daily Staff Writer

Central Classroom Building 121 has seen many faces, being one of the oldest buildings on campus. It started as a home economics lab, changed to a computer lab and now is something entirely different.

The classroom is now being used as a "pilot plant" lab to aid students in nutritional science in food manufacturing and research, among other things.

"This is a lab for students to simulate food production. The pilot plant is a smaller version of what manufacturers such as General Mills use. It's the only plant in a CSU in Northern California," said Lucy McProud, chairwoman of the department of nutrition and food science.

The lab contains different machines to manufacture cereal flakes, pasta, concentrated juices and canned fruits. Before, students had to tour food manufacturing companies to see how food was produced, McProud said.

Cal Poly San Luis Obispo and University of

California at Davis are other schools that have the pilot labs, McProud said.

Students, faculty and alumni will gather together Tuesday from 6 to 7:30 p.m. in CCB 121 to celebrate the opening of the lab along with Circle of Friends, an SJSU alumni group.

The group contributed to and supported the lab, said Caroline Fee, an instructor at SJSU and founder of the organization. The organization contains 76 home economics and nutritional science alumni from as far back as 1946. "This has been wonderful for our needs and they have been supportive and appreciate change," Fee said.

The plant was opened for the school to maintain credibility as food science department sponsored by IFT (Institute of Food Technologists), McProud said.

Along with the need to maintain the approval of the IFT, McProud said the lab got much support from Rose Tseng, dean of Applied Arts and Sciences.

See FOOD, Page 10

Politics tempered with Israeli Caravan

BY RICHARD ESPINOZA
Spartan Daily Staff Writer

An Israeli musician and Jewish community volunteers are getting together Tuesday to bring a sort of micro-Israel to the Art Quad as part of Israel's 45th Independence Celebration.

If you're expecting long discussions on the Israeli-Arab peace talks or the Palestinian Intifada, try thinking more along the lines of mineral-rich Dead Sea mud wraps and the sounds of an open-air market.

When the Israel Caravan rolls onto campus, volunteers will set up a walk-through display with stations detailing aspects of Israeli culture that often take a back seat

'We're trying to project positive, upbeat, exciting aspects of Israel that get lost in discussions of the fighting.'

Dan Dorfman, Rabbi
Director of SJSU's Hillel, 1987-'88

to political topics.

The Israel Caravan will be open to the public from 10 a.m. to 2 p.m.

"I want people to see that Israel is a multifaceted country with literature, music, a great language, great cities and an amazing history," said Peter Altman, a volunteer with the Israel Project.

Jewish community volunteers have been working on the caravan project since January, after several of them returned from a winter break trip to Israel where they met some of the nation's political, academic and cultural figures.

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EDITORIAL

Anybody can grow up to be a fireman

Two-thirds of San Jose firefighters are white men. Isn't that enough?

Apparently not for a group called Fairness in Diversity formed recently by Arthur Hu, a Chinese-American software engineer, who was quoted by the San Jose Mercury News as saying: "...In San Jose diversity doesn't include white males."

Huh?

Hu is referring to the fact that San Jose's fire academy graduating class of '92 had only one white male even though nearly half of the 1,796 job applicants were white men.

People — men — are crying, more like whining really, reverse discrimination; they're missing the point.

The country remains white dominated, last we looked. Reality today is still scarred from racism and discrimination.

The purpose and philosophy of affirmative action was to open resistant doors. White men make up 67 percent of the current fire department; those doors need to open a little wider to welcome more diverse faces to reflect San Jose's multicultural population.

Anyway, the six Latinos, five

blacks, three Vietnamese-Americans, two Filipino-Americans, one Chinese-American, one Japanese-American and three white women were all highly-qualified to be hired. Standards were not lowered, as Hu and other disgruntled citizens would claim.

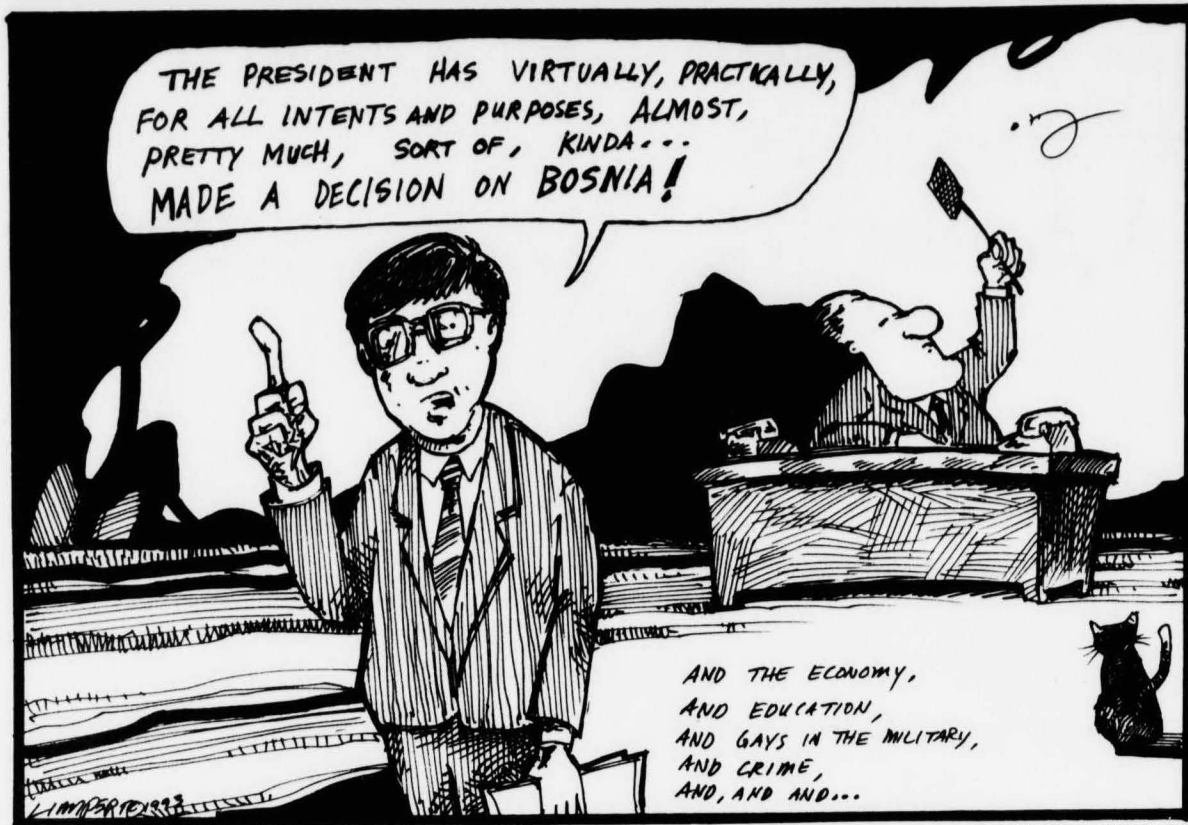
Fire Chief Robert Osby said, "I hired 22 highly qualified people who reflect the community. I know it was the right stand—legally, morally, professionally...."

Two brothers are suing the city claiming they were denied jobs because they are white males.

Every day a minority person is denied a job because of his or her skin color; it's called institutional racism and has been in place for centuries. To combat years of ingrained mentality by employers, affirmative action needs to be implemented at all levels of city, state and federal hirings.

On the road to rectifying past and current hiring biases, you're going to get what happened to the class of '92.

That's not reverse discrimination. That's making inroads in bringing equality, at long last, to all Americans.



FRED LIMPERT — SPARTAN DAILY

Undercover columnist grades university services

Let out of class early on a bright Thursday morning, I figured I would take a walk to admissions and records and pick up a graduation application packet. Upon arriving there, I noticed a crowd of about 15 students waiting to get in. "They open at 10," someone told me. It was 9:55.

At 9:59, according to official Casio time, two office employees unlocked the front door. A student reached for the door handle, but one employee turned to him and said "I'm sorry, but we don't open until ten."

About five minutes later, they finally let us in.

I can understand employees not wanting to work before they start getting paid, but the episode got me thinking about the level of student service, or lack thereof, here on campus. So in the grand tradition of "Prime Time Live," I decided to go undercover and evaluate the places where students frequently contact university employees.

Since they provided the impetus for this survey, I decided to return to admissions and records first.

Admissions and Records

Not-so-affectionately referred to as "the beast," Surly workers. Lines that often reach Disneyland-esque proportions. One student told me of the time he bypassed the queue to return a pencil to a worker and was told "you have to wait in line." As he started to tell her he just wanted to give the pencil back, she snapped "Don't argue with me, just get in line."

But this Friday morning,

the line was mercifully short. If they still had the self-service table that made the most popular forms ready for the taking, I wouldn't have had to wait, but it seems to have fell victim to the budget ax, short-sightedness or both.

After a wait of less than 2 minutes, I was greeted with a sharp "Next!!!"

"Uh," I said doing my best Dave Letterman as the Dumb-Guy, "do you have any graduation packets?"

It was handed to me quickly, but silently.

"Thank you," I said.

"Mmmmm Hmmm."

Whatever happened to "you're welcome?"

Grade: D

Counseling Services

The office was empty this morning, except for two workers. The receptionist greeted me pleasantly and was very cheerful and helpful.

When I told her I'd like to have my transcripts ordered for my counseling appointment, she said it would take about 10 working days. That seems a bit long to wait, but what the heck. She said they'd call me when they arrived, and also provided me a business card with the office's phone number.

Grade: B+

Clark Library

I've got three days to prepare a speech on national health care. I went up to the information and reserve desk, hoping to at least start researching the thing. One of the three librarians on duty was kind enough to leave her terminal and lead me into the

reserve stacks where we arrived at Congressional Quarterly's Editorial Research Reports.

There, starting on page 509, more statistics, background and charts than I'll ever need. Elapsed time: less than three minutes. I turned around to thank her, but this guardian angel of lost students had mystically returned to her post.

Grade: A

Spartan Bookstore

These folks really have it dialed in. Everyone in there I encountered, without fail, were pleasant and helpful. The free backpack check is a fantastic service, and Ricky, who showed Dumb-Guy where the Scan-Tron sheets were kept even said "you're welcome."

Tammy, who was working the register, didn't flinch when I paid for my 11-cent purchase with a twenty, and even called out "Good luck on your test," on my way out. The service is so good here, it almost makes up for the bookstore's used-book scam. Almost.

Grade: B+

Spartan Pub

Last stop. The woman checking IDs there greeted everyone warmly and needed only a glance to tell if you were of age. Too many meathead bouncers at downtown clubs make patrons wait while they pathetically try to unlock the mystery of the driver's license.

The food line was short, but it moved slowly as the much-too small crew of two busted their asses to take care of the growing lunchtime crowd. They scooted rapidly, moving from register to pizza oven,



Steve Chae

Throwing Stones

over to the microwave and back to the register again. When my turn finally came, they apologized for the wait and took care of me in short order.

It was only 11 am, but hey, this is the Pub. For the sake of research, I ordered a pint of Sierra Nevada Pale Ale to go with my slice of mushroom pizza. The slice was adequate — cheesy and substantial, but the crust and sauce were mediocre at best. The brew was superb, ice-cold with plenty of fizz. Good thing I decided to be thorough.

Grade: B

With the lone exception of "the beast," I was treated exceedingly well. And I have to admit, that surprised me. Perhaps it's because admissions and records is so subpar that my view of other campus services has been tainted. However, it is reassuring to know that in light of rocketing fees, the quality of on-campus service remains excellent.

Now, excuse me. I think more Pub research might be in order.

Steve Chae is a Daily staff columnist. His column appears every Monday.

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Violent actions differ from spiritual beliefs

I wonder just what are the spiritual answers Jim Batcho has found? ("Blind faith and guilt prove Christianity a farce," April 28) I agree Christianity has been corrupt since the time of the Crusades. Branch Davidian leader David Koresh and the acts of his followers aren't new. However, I think we should separate the violent actions of humans from the spiritual beliefs they espouse.

Religions, historically and socially, help us understand death, ourselves, how the universe was possibly created, and helped create existing social structures. The social structures at the Davidian camp had been rancid for some time. Some of the adults made the choice for suicide and sadly took their children with

I think we should separate the violent actions of humans from the spiritual beliefs they espouse.

them.

But there were reports from the F.B.I. that Koresh was using mind control tactics on the adults and children. The Davidians were expected to limit their diets, they were subjected to sleep deprivation and Koresh had them do round the clock Bible study.

These people had to deal with a volatile individual with an arsenal of guns and weapons. They were probably too stressed out and weak for dissent. I wouldn't be surprised if any one of them who had a mind felt disgusted. However, they gave into his apocalyptic fantasies. And like most dualistic humans they panicked and gave into their dark sides.

After seeing the horror that humans are capable of I would think we would need to cling to some belief system. Maybe this is just my optimism coming through. What happened in Waco will probably single many memories.

The survivors, both the adults and the children, will have to carry this around for the rest of their lives. I wouldn't be surprised if many



Elaine Meitzler

Writer's Forum

of them end up in therapy.

However this isn't a time to abandon faith; it's a time to reassess it.

Elaine Meitzler is a Daily staff writer.

School: Educators discuss college-prep problems

From page 1

A-F courses compared to 35 percent of all graduates from that district who did.

"I would encourage school superintendents to review the data," Villa said. "The goal is to increase completion rate — if you don't do that, you're not getting students qualified for admittance at any CSU or UC."

"It's one thing to recruit a student. It's another when they don't meet the minimum requirements, and this takes working not only at the high school level, but at the middle schools, too."

Villa said he has met with Joe Coto, the superintendent from East Side Union High School District. "He's going to share the data with all his principals. These people are committed. They want to see change too."

Reaching those at risk

Villa said his objective is to meet with school personnel, in particular teachers, during in-service days and give them an opportunity to view the data in a workshop setting.

"They need to realize how important they are in creating opportunities for underrepresented students," Villa said.

Pointing to the small percentages of Latino and African-American high school students with low completion rates, Villa said: "That tells you something — that you have to re-evaluate and re-think how you are teaching those students. If you don't, the kids are going to be out in the streets, dropping out of school, with not enough education. They're going to be

limited as far as their options are concerned."

Many factors contribute to how the existing educational system fails its students, according to Villa. Morale of teachers is low due to budget reductions. Teachers are getting laid off, and they're hesitant to do more because they're not paid extra when they do more work. And districts are getting bankrupt.

Budget cuts hit home

Frustrated students are feeling the cuts.

Ines H. Magaña graduated from James Lick High School in 1991. She has a brother who is a senior there this year. He puts a note in to see a counselor, she said, and it takes a week-and-a-half.

"If you have a problem, it may not wait that long," Magaña said. And the career center there is barely opened, she added.

This was not the situation when she was attending James Lick two years ago, said Magaña, who is currently in her second year at SJSU. "It's from recent budget cuts."

Teachers who used to teach full-time now serve as counselors to students also.

Karen Mathis, counselor and teacher at Independence High School, said, "All counselors in the East Side Union District are part-time now. So as far as getting to students individually, it is limited."

Diminishing funds may only have exacerbated existing problems. "It's too simple to blame the economy solely for what's happening," Villa said. "Certainly, budget cuts have

severely impaired academic programs, but there are other factors."

Such as a language barrier for immigrants.

Villa said recent immigrants who are primarily Asian and Latino have difficulty in school because they don't speak English. Mathis agreed.

"Language is a problem for some Hispanic students who have to enroll in ESL (English as a Second Language)," Mathis said. "By the time they're in 12th grade, they haven't completed the A-F courses because they've been busy with ESL classes."

Other barriers exist

Then what keeps African-American students, who certainly don't have a language barrier, from completing the courses?

At Independence High School last June, six of the 30 graduating African-American seniors completed A-F courses.

"Classes are offered to everyone," Mathis said. "Why they (African-American students) have not taken them — or completed them — is a good question."

Mathis, who teaches problem students, said there are English and math assessment tests given upon entry in high school.

"Some would score low and play catch-up. Quite a few opt for community colleges because they don't meet (the A-F requirements)," Mathis said.

Another problem Villa sees in today's children is a lack of self-esteem. "Children's self-concept is altered by stereotypic, negative comments —

something I call racism," Villa said. "When the message they get is that they're not good enough because of their skin color, it really affects students' psyche in succeeding in the classroom and passing Algebra 1."

It doesn't take a lot of people to hurt a person's self-concept, he said. "It takes just a few."

"We have a way to go in understanding each other culturally — we're not there yet," Villa said.

"These children are getting it in the schools."

Consequently, they are apt to withdraw mentally, Villa said. "There's talent out there, but negative messages contribute to the lack of confidence that obviously exists here."

Subjective analyses

As students advance from middle school to high school, teachers make class level recommendations, according to Villa. There are tests, he said, but subjectivity enters into teachers' recommendations as well.

"This is what lays the groundwork for students who will be moving — or not moving — through the A-F courses," Villa said.

Villa believes the more academically prepared students are, the more likely they are to go to college, and the less likely they are to be involved in crime and drugs. "Maybe I'm naive to think that," he said.

"Change will not occur unless we evaluate the data and try to effect change," Villa said. "It will be slow, but it won't occur unless we begin the effort."

Seven school days left.
(a public service announcement)

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Role models key to college plans

BY TRUONG PHUOC KHANH
Spartan Daily Staff Writer

Little guidance and an absence of role models may be creating the black hole that sucks up students who get lost and can't find their way to college doors.

"It's evident something is going wrong here — something is

happening socially and individually to these groups (Latino and African-American students)," said Christopher Villa, director of Student Outreach and Recruitment at SJSU.

What is going on may very well be the level of expectations parents and teachers have set for the

students.

"College wasn't stressed," said SJSU junior Jesús Ríos, who graduated from Overfelt High School in 1989. "People didn't know what they were going to do after high school."

Overfelt High School's graduating class of 1992 had 35 Latino and no African-American students who completed A-F college preparatory courses.

For Ríos it was different because he had a brother who was an 1987 SJSU graduate. "The expectation for me was to follow in his footsteps, unlike some of my friends' families where no one had gone to college."

Ines Magaña's story is different.

The fifth of six children in her family, she is the first to attend college. Her parents immigrated to the U.S. 21 years ago from Mexico but do not speak English. An older sister was the one who pushed Magaña to go to college.

In high school, Magaña, who is currently in her second year at SJSU, said she saw a lack of parental support or guidance for classmates. She often heard students say, "My dad's drinking again" or "My mom brought someone home last night."

Ríos' parents always impressed on him the importance of a higher education, he said. They came from Mexico in 1962.

"My parents were totally, actively involved with the school district," Ríos said. "They attended board meetings, worked with committees on school policies, and tried to change the school's image."

Not only that, Ríos' parents also talked to his counselors and sat in his classes.

"Having parents take an active role in their children's education is very important," Ríos said. "You get less of that in the Latino community."

There is also an absence of role models for pre-high school age students. "They have to deal with gangs and drugs that carry over into their schools," Villa said.

SpartaGuide

The San José State calendar

TODAY

ARNOLD AIR SOCIETY AND STANFORD MEDICAL SCHOOL:

SJSU Blood Drive, 10a.m.-4p.m., SU, Loma Prieta Rm, call (415) 723-7831.

SPARTA FENCING CLUB: Fencing demonstration and info table, 12-1p.m., Amphitheater.

SCHOOL OF ART AND DESIGN: Student Galleries Art Shows, 10 a.m. to 4 p.m., Art building and Industrial Studies, Marla Novo 924-4330.

STUDENT HEALTH SERVICE: Weight Management Program, May 10- June 14, 12 a.m.-1 p.m. Health Building 208, Oscar Battle, Jr., 924-6117.

TUESDAY

ARNOLD AIR SOCIETY AND STANFORD MEDICAL SCHOOL:

SpartaGuide is available to SJSU students, faculty and staff organizations for free. Deadline is 5 p.m., two working days before publication. Forms are available at the Spartan Daily, DBH 209. Limited space may force reducing the number of entries.

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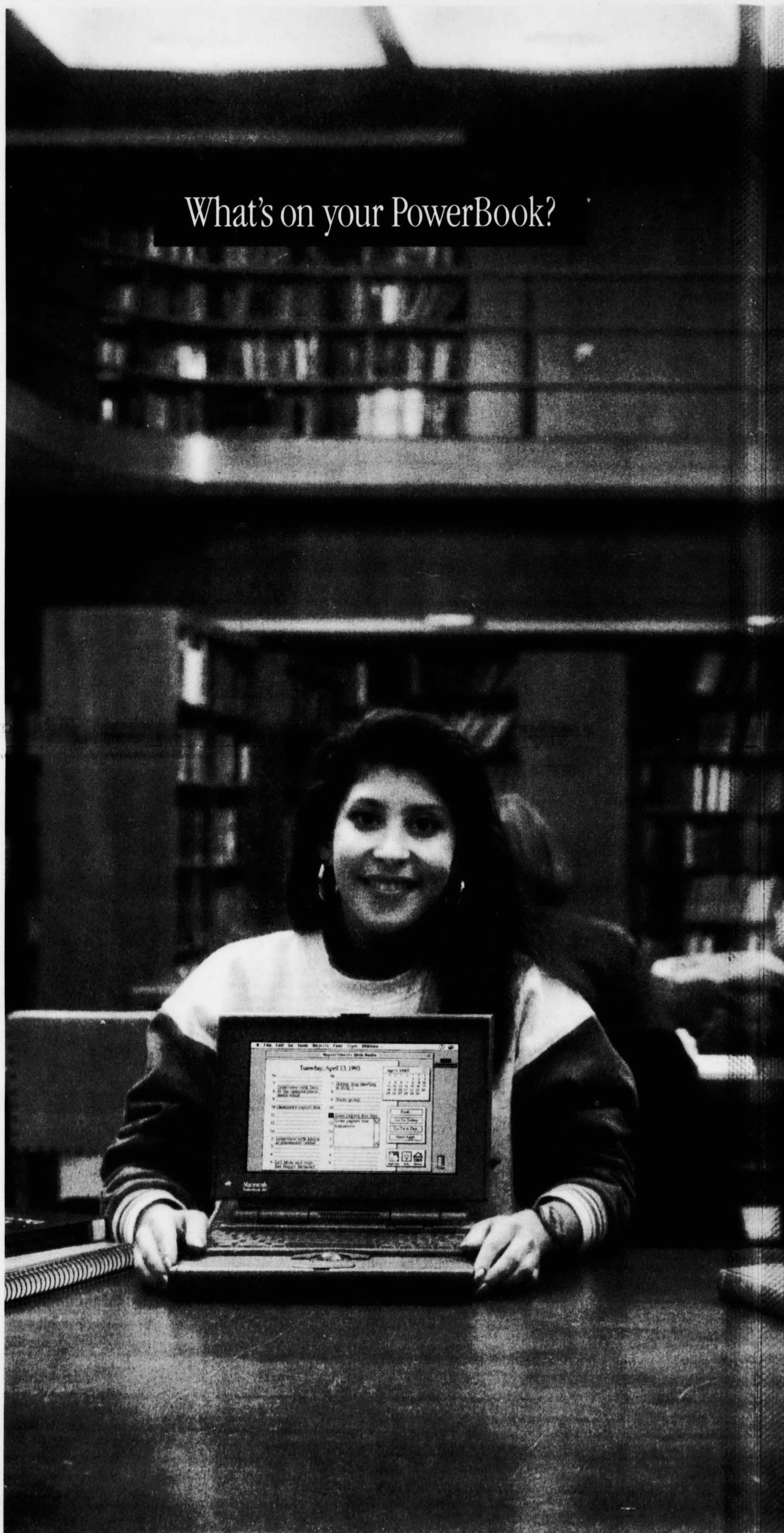
Santa Clara University

The best-kept secret in summer schools

Theresa Rodriguez
College senior

My class schedule
My phone/address book
A list of assignments
Notes from chemistry
All my reports for this year
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A letter to a new boyfriend

What's on your PowerBook?



Elizabeth Shaw
College freshman

My class schedule
 Assignments
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 ClarisWorks
 Quicken
 MacInTax
 A grocery list
 A family history I'm writing
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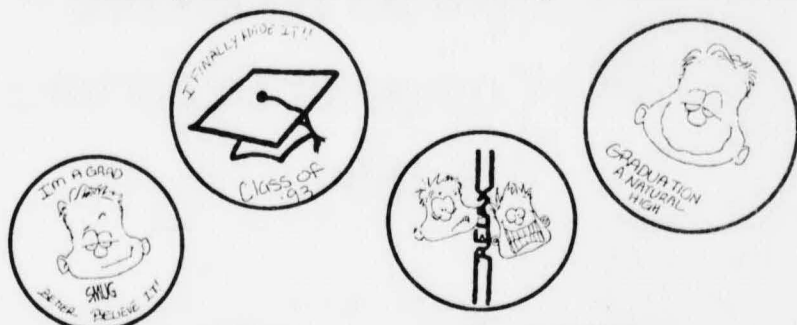
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Athletic success doesn't always mean financial gains for women

HECTOR FLORES
Spartan Daily Staff Writer

The gun sounds, Florence Griffith Joyner streaks down the track in record time, leaving everyone in her dust. Meanwhile, Kristi Yamaguchi completes three straight triple-axes to capture another world title. There's an incomparable thrill that comes with winning, a moment of pure, electric ecstasy.

But emotion doesn't put food on the table. For a competitive athlete, corporate sponsorship and endorsement contracts are the tangible payoff for years of hard training.

In order to feast on the corporate gravy train, a woman must be at the top of her sport and have the right combination of brains, looks and personality.

But how about ethnicity? Can a minority female athlete, already disadvantaged because of her gender, have a tougher climb to the top of the endorsement world than her white counterpart?

The answer is no. All female athletes, white, black or brown, have a tough time getting endorsements because their sports lack the visibility that corporations want.

The most highly visible sports in the world are football, basketball, and baseball, all of which have professional ranks for men, but not for women. Therefore, it is obvious why male athletes head the list of the world's biggest endorsers.

Michael Jordan, the highest paid athlete-endorsor, earned over \$13 million for appearing in commercials in 1991. Meanwhile, Shaquille O'Neal signed a \$3 million dollar deal with Reebok before even setting foot on an NBA arena floor.

Female athletes can only dream of such opportunities. With the absence of any professional ranks and public interest, the female athlete must accept the reality of her hard work and accomplishments going unnoticed, and therefore unrewarded.

Companies are even less likely to spend on women's sports when the economy is bad.

"The economy plays a big role, and I think 1992 was a tough year for everyone. The recession has a big effect on endorsement opportunities," says Jane Poole, production manager for Foote, Cone & Belding, a major advertising firm in Los Angeles.

The recession has a larger effect on female athletes because of the typical products they endorse, such as cosmetics and clothing. On the other hand, male athletes didn't feel the effect quite as much because athletic companies, like Nike, which uses predominately men to endorse their products, continue to progress.

"We are sports and fitness oriented, so we have to continue to use athletes for our products," says Dusty Kidd, manager of public relations for Nike in Beaverton, Ore.

According to Poole, the relationship between athletes and corporations is a simple business proposition: A top performer earns the public's respect and admiration. A compa-

ny tries to buy that respect.

"The athlete has created an image that lends credibility to a product," says Poole.

In order for the arrangement to work for the company, however, the athlete has to be liked by potential customers, and that's where the problem starts for women athletes.

"Women's sports get less visibility," explains Cindy Kravitz, a managing agent for the track and field division at IMG Corporation, Cleveland, a top athlete managing firm. "If you have no visibility, there is nothing for us to sell."

According to a 1990 study by the Amateur Athletic Foundation of Los Angeles, only five percent of TV sports news coverage is devoted to women's sports. That begins to explain why a male basketball or football player can get \$50,000 to \$100,000 for a TV commercial. A top woman in a major sport is lucky to get a fraction of that.

"If a man and a woman represent a similar product, the man will undeniably make more money. It's not fair, but it's the way of the world, where men are still considered more superior than women. That's business," says Kravitz.

Tougher road for minorities? No.

Every four years, women have an opportunity for a veritable bonanza of visibility, when a handful of Olympians become the toast of the nation. The gold medalists of all, in terms of endorsements, are those that hang from the necks of American women figure skaters and gymnasts.

For Kristi Yamaguchi, however, there was early speculation that her Japanese-American background would hinder her appeal to advertisers. This raised speculation that perhaps there was a disadvantage for minority athletes who don't have the "all-American-girl next door" look.

As reported in the March 23, 1992 issue of Advertising Age by reporter Marcy Magiera, Yamaguchi's agent, Kevin Albrecht, of IMG, Toronto, argued against such speculation.

He said that she was concentrating on training for the World Figure Skating Championships, therefore she had no time to consider any offers.

Yamaguchi has since endorsed products for Kellogg's Special K, Evian drinking water, Kraft Foods, Ray-Ban sunglasses, NutraSweet and more recently Hoechst Celanese, a fabric company, and DuraSoft contact lenses.

Although some think marketability depends first on nationality and second on personality, Bruce Horovitz, a marketing reporter for The Los Angeles Times newspaper, suggests that it simply isn't true.

"If you look back through history, you'd see that previous figure skaters didn't do that great. This contact lens thing that Kristi is doing might be longer lasting than any of the other endorsements previous skaters had," Horovitz said.

In fact, Yamaguchi is pretty well off com-

pared to her white counterparts, proving that recent high accomplishments are far more lucrative than ethnicity. Tonya Harding, who lost to Yamaguchi in the Olympics has only half as many endorsements, as she signed with Texaco, Nutrasweet, and Riverside Jeep in Portland, Ore.

"You gotta win the gold medal, period," says Kidd.

Katarina Witt, the gold-medalist in 1984 and 1988, has considerably less endorsements than Yamaguchi. Witt's endorsements are with Diet Coke and Danskin active wear.

If anyone has suffered from her nationality, it may be Witt. "She would have been a bigger hit if she was born in East Hampton instead of the former East Germany," says James McGoldrick, manager of sports marketing at Saatchi & Saatchi, a major advertising firm in Los Angeles. "I think Kristi is very marketable on a wide scale. Kristi is American, of Asian descent, but born here, and she would certainly have the advantage over Witt right there."

According to Poole, there is a rule-of-thumb in advertising. When you target an Afro-American group, you use an Afro-American athlete. When you target a white group, you can use either a white or black athlete because whites are more accepting of blacks than blacks are of whites.

Appearance integral for marketability

Although the sport in which an athlete competes largely determines her financial future, individual factors enhance an athlete's marketability.

Performance is 50 percent of the equation, says Kravitz, the other 50 percent is a combination of looks and personality. According to Kravitz, looks play a much larger role for women than they do for men. This is particularly true if you're selling food or cosmetics instead of sports equipment.

Every now and then, an athlete combines talent with extraordinary looks: Florence Griffith Joyner wowed the world in 1988 with her beauty and triple gold medal performance, setting two world records.

Her post-Olympic endorsements earned her several million dollars, uncommonly high for a track athlete. She lends to the theory that looks are an integral part to a female athlete's endorsement success.

According to McGoldrick, it's not a determining factor, but it could prove to be important.

Winning is the main ingredient that attracts sponsors to an athlete, black or white. The most highly endorsed male and female athletes in the world are minorities.

Women have not been discriminated against, rather, they have been victims of the big business world of athletics.

Without the visibility or public interest, female athletes become less marketable than men. Advertisers attempt to link their product to the most popular athlete available, which more often than not is a man.

Young has no beef with Seifert

SANTA CLARA (AP) — Steve Young, the league's MVP and leading passer last season, said Friday he holds no grudge against the coach who demoted him in a failed bid to keep Joe Montana with the San Francisco 49ers.

Young said he's had a good relationship with coach George Seifert over the years and expects that to continue after enduring some rocky moments during the team's clumsy handling of the Montana affair.

"We've just talked about putting it behind us and going on," Young said during the opening of a three-day mini-camp. "We've had a lot of years together. There's a lot of great things that we've done and will continue to do. And a day in April, I don't think, is going to change that."

"It's important that we do look to the future," Seifert said later Friday. "You always look forward. That's the attitude I would take and I assume the players would as well."

Montana, who won four Super Bowls in 10 years as the 49ers starter before missing most of the past two seasons due to elbow problems, ultimately rejected San Francisco's offer. He was then traded to Kansas City, along with safety David Whitmore, in return for the Chiefs' first-round draft pick.

Young said he didn't get caught up in the Montana dealings because he was preoccupied with his law school finals at BYU. "It was very fortunate that I was holed up studying. It was a nice distraction," he said.

Young also said that, for all of the talk of a frosty relationship between the two, he considered their six years together mutually beneficial.

He said they pushed each other, through their competition, to get better.

"Everyone refers to it as a shadow and I never did," Young said. "I thought we worked well together. We had very successful years."

"Whatever I am as a player, I owe a great deal to just his presence, just watching him."

But he admitted that now that Montana has gone, it would be "different."

Montana was a member of the 49ers organization for 14 years, and San Francisco's Jerry Rice said it felt weird to go through a practice without him.

"But I think the players really had time to adjust to it," Rice said.

More importantly, Rice said Montana is happy to be with a team and playing again.

"The way I looked at the situation, if Joe didn't complain why should we complain," Rice added.

"This guy, he went through so much and now he's happy. So

that's the end of it and I think we should just let it die."

On contract matters, Young, a free agent but bound to the 49ers as their franchise player, said his agent, Leigh Steinberg, has not yet had serious discussions with team officials.

Young said he expects a deal to be worked out prior to training camp this summer.

Rice, though signed to a three-year, \$7.8-million contract prior to last season, said he has a clause calling for him to be the highest-paid non-quarterback in the league.

At the time he signed the deal, that was true but the onset of free agency in the NFL has sent player salaries soaring.

"That's something that we have to talk about, starting in September," Rice said. "Right now, I'm just giving them an opportunity to get everybody else taken care of and hopefully we can work out something. There's nothing I can do. It's up to the 49ers to live up to it. Who knows? We'll just have to wait and see. It might be a bumpy ride."

In other developments, the 49ers announced they had resigned defensive lineman Kevin Fagan.

There were two no-shows at the camp opening: running back Ricky Watters and defensive back Merton Hanks.

Athletics' pitching has let them down



Pete Borello

From the Bleachers

The Oakland A's are in trouble.

Yes, I know it's only the beginning of May, but the team is uncomfortably resting in last place in the American League West. The California Angels, Chicago White Sox and Texas Rangers are pulling away, and the A's seem to dig a deeper hole in the cellar each week.

The main reason for the team's dismal start in '93? Pitching, or lack of it. The A's staff is allowing nearly five runs a game.

The starting rotation is one of the worst in baseball. Bob Welch is the only reliable starter, but his age, 36, and history of injuries are always a concern. Storm Davis has been getting shelled (0-4, 6.23 ERA) and he hasn't put together a good season since his first go-around with the A's, which ended in '89. Bobby Witt and Ron Darling are Jekyll and Hyde pitchers, capable of pitching a great game one day and then looking horrible five days later. Shawn Hillegas (0-4, 5.89 ERA) is lucky to still be in the big leagues and won the fifth spot in the rotation almost by default.

In the past, when the A's starting pitchers would start to fade in the late innings, manager Tony LaRussa could always rely on his bullpen to save the day.

Not this year.

The relievers just haven't come through this season. First off, The Eck hasn't been The Eck. His 4.22 ERA is proof of this. He may soon lose his nickname and revert back to the name Dennis again. His age, 38, may finally be catching up to him.

To really put the sad state of the bullpen in perspective, look at the team's two best relievers, statistic-wise: a 41-year-old middle reliever by the name of Goose Gossage (2-0, 0.00 ERA) and the starting third baseman, Kevin Seitzer (0-0, 0.00 ERA), who pitched a third of an inning a few weeks ago.

I don't know how the A's front office didn't see this potential disaster during the winter when the team lost a pair of starting pitchers and a reliever to free agency. Although, I can't fault them for letting Dave Stewart go — the Toronto Blue Jays paid him way too much, and he's been on the injured list all season — losing Mike Moore and Jeff Russell was inexcusable.

Moore is 2-1 as a starter with the Detroit Tigers and is better than anyone on the A's staff, except for Welch. He had four solid seasons in Oakland and, at age 34, has some good years left in him.

Jeff Russell, who came to the A's as part of the Jose Canseco trade last season, is now the closer for the Boston Red Sox. He already has seven saves, third best in the American League. With The Eck struggling, it sure would have been nice to have Russell in an A's uniform this year — an "Eck in waiting," so to speak.

But the A's management wanted to cut costs, and the result is a "K-Mart Blue Light Special" pitching staff that can't possibly allow the team to contend for the division title.

Quotes of the week

→ "It was like the Red Sea. When I got there, it parted for me."

— Jerry Bailey, jockey on Kentucky Derby winner Sea Hero, on the hole that opened near the sixteenth pole.

→ "It hurts me even more that it happened in Germany, (by) a German guy and guy who is apparently a fan of mine."

— Steffi Graf, about Monica Seles being stabbed by a fan of Graf's.

→ "People always ask me what it felt like to play second fiddle to Larry Bird. I say it's still a pretty mean second fiddle, because he was the best."

— Kevin McHale, who announced his retirement after 13 seasons in the NBA.

→ "I honestly believe that something is going to be in my life that will be more important and more fun than everything I've done up to this point. Then something else will come along that will be more important and more fun. That's life. That's great."

— Kevin McHale.

→ "We've exposed Phoenix as having weaknesses. For that, I expect to get a lot of calls and free dinners from coaches around the league."

— Randy Pfund, LA Lakers

coach, after the Lakers took a surprising lead over the Phoenix Suns in their best-of-5 series.

→ "His game is so ugly. I remember in high school, then college, watching him killing everyone and thinking, 'They can't stop that?' Ain't nobody stopped it yet."

— Larry Johnson, of the Charlotte Hornets, on 35-year-old Kevin McHale, who had 30 points and 10 rebounds in the Hornets' 99-98 double-overtime victory.

→ "If being boiled in oil is the high range and 21 games is the low range, he's within the range."

— Don Maloney, Islanders GM, when asked if Dale Hunter's 21-game suspension was severe enough?

→ "It was a little strange. Fun, but strange. I was the oldest guy on the team, naturally. But I was also older than the manager."

— Bill Gullickson, who played for the Lakeland Tigers of the Florida State League while on rehabilitation assignment.

→ "What did it go, 11 innings? It was so wild that I don't know how many innings it went."

— Jim Lefebvre, cubs manager, after a 14-13 loss.

Schultz could lose job over illegal loans

KANSAS CITY, Mo. (AP) — For giving athletes forbidden loans, Virginia got slapped on the wrist.

If it's determined he knew about the loans, NCAA executive director Dick Schultz could lose his job in the culmination of one of the most embarrassing cases NCAA officials ever had to take up.

A decision by the NCAA's Executive Committee and Joint Policy Board, probing Schultz' involvement in an improper loan program while at Virginia in 1981-87 was not made as of presstime Friday.

If no decision is reached, the ordeal for Schultz, who steadily has denied knowing about the loan program, and the ordeal for his organization probably will stretch into next week.

"We all understand the unusual nature of this case," Joseph Crowley, NCAA president and executive committee chairman, said Thursday.

"I'd like to tell you when we will complete our deliberation. But I don't know that."

"And I believe it would be unwise and unfair to establish an artificial timetable for this decision."

Earlier Thursday, the infractions committee gave Virginia minor sanctions for a series of infractions.

However, it cited a statute of limitations provision for not dealing with the period when Schultz was Virginia's director of athletics.

That fell to the executive committee and joint policy board,

which are meeting in Monterey, and were studying a secret report into Schultz' involvement by James Park, an independent investigator.

If Schultz is found culpable, the executive committee and joint policy board will decide what, if anything, to do.

"The statute of limitations in our situation is not applicable," said Crowley.

Possibilities range from a complete exoneration to outright dismissal, which would mark the first time in the NCAA's 77-year history scandal had touched its top administrator.

It might blight the reputation of a man who seemed, until a few months ago, virtually spotless.

Crowley, in somewhat of a surprise, also said Park's report eventually would be released to the media.

This would be unprecedented in NCAA infractions cases.



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Budget

From page 1

classes at both campuses. She said all she wanted from A.S. was MCC students' share of the money. Like every SJSU student, MCC students pay the \$18 A.S. fee.

With the original recommendation, MCC would've received just the \$18 from the 305 students who attend only the Monterey campus. However, with the new recommendation passed by A.S., MCC would get back the \$18 from the 305 students, as well as \$9 from the 246 students who attend both campuses, Rodrigues said.

Rodrigues said the reason the budget committee did not originally include the \$18 from the 246 students in MCC's recommended budget was because those students have access to the facilities provided by A.S. such as the print shop and program board concerts and movies.

Other commitments

However, Rodrigues said many of students at MCC are older and don't have time to hang around campus because they have family commitments. Rodrigues, a liberal studies major who attends the

Monterey campus and the main campus at San Jose, has three children. She said she goes back to her home in Salinas right after attending her class in San Jose.

"I'm very pleased with the outcome," Rodrigues said. "It was a fair decision."

Mel Brown, an A.S. board member who was on the budget committee, voted to pass the motion "because I wanted MCC to get their share. I was on the budget committee part of the year, so I didn't hear MCC's presentation to the committee. I thought MCC should get back the \$18 they pay for A.S. fees. The other organizations, I didn't feel needed any change. But, I went along with it just as long as MCC got their share."

According to the A.S. budget sheet, the A.S. projected income for 1993-94 is \$1,496,445; \$946,800 from the anticipated A.S. student fees for the fall and spring semesters; \$13,775 from the print shop; \$10,000 from the anticipated summer session fees; and \$525,870 anticipated income from A.S. programs such as barbecues, campus movies and concerts.

Ice hockey

Stephen Stich, the director of ice hockey, said although they took \$2,000 out of the committee's original recommendation of \$9,000, he was relieved they didn't take more out.

At the A.S. board meeting on April 23, Launder had made a motion that included cutting ice hockey all the way down to \$5,500.

"I can't say I'm disappointed," Stich said. "It could've been a lot worse."

According to Stich, members of ice hockey currently pay \$300 for club dues. He predicts next year the members will have to start paying \$400.

The club dues, Stich said, pays



CHRISTINA MACIAS — SPARTAN DAILY

Mike Bruins, a member of the SJSU Ice Hockey Club, talks to Mel Brown, director of ethnic affairs, before the Associated Students meeting Wednesday.

Bruins was concerned about how much money the Associated Students would allocate to the team next fall.

for ice time. Players also have to provide their own uniform, equipment and travel expenses, he said.

Mike Andrade, a board member who sat on the budget committee, voted with the majority.

"This just shows you why we have the budget process," Andrade said. "The committee does what it has to do making the recommendations, and then it goes to the board for public hearings."

"Then, we could get more input from the school and other board members. That's where the fine tuning occurs within the budget process. It would've been nice to have done it right the first time, but that's why we have the process," he said.

Ann Truong, the chair of the budget committee, said she had her own amendments regarding

MCC that she was going to present to the board, but Launder's motion passed before Truong had a chance to present her amendments. Truong was one of the two minority votes.

"The only problem I had was picking money arbitrarily from certain accounts just to balance the budget," Truong said. "I thought if you're just going to pick program board and A.S. leisure services, why don't you just take \$10 out of everyone then? Why do you pick from just two organizations? Why don't we just know who needs what?"

Truong said the other problem she had was with ice hockey. She said while some of the other directors thought the original recommendation of \$9,000 was too much; she thought it was adequate.

Andrade said, "Out of all the

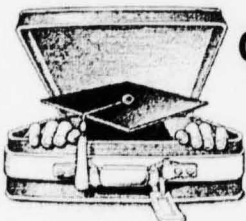
groups that we asked to take the cut, the program board was the most logical. They have the ability to make up that loss through co-sponsorships."

Although the board didn't get a chance to hear her amendments, Truong said she was satisfied with the outcome.

"We could've gotten it done in two weeks and done a half-assed job," Andrade said about the month-long budget process. "Or, we do it in four weeks and make sure it was done fairly and equitably. That extra week was for the benefit of the students. We did not want to rush through the job. We get enough of that in Sacramento and Washington D.C."

The A.S. budget won't be final until President J. Handel Evans signs the document. According to Truong, Evans is expected to sign it early next week.

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Celebration: Caravan brings Israeli festivities to S.J.

From page 1

SJSU will be the 10th campus the caravan has visited in the past month.

Rabbi Dan Dorfman, the 1987-'88 director of SJSU's Hillel, has been pleased with the reaction the caravan received at other campuses. Hillel is the religious branch of the Jewish Student Union.

"We're trying to project positive, upbeat, exciting aspects of Israel that get lost in discussions of the fighting," Dorfman said.

In addition to the Dead Sea and open-air market stations,

other displays will explain festival and Sabbath celebrations and the many cultures that make up Israel.

The people of Israel do not come from the same immediate backgrounds.

People have come to the Mediterranean nation from more than 80 other countries, mostly from Africa and the Middle East, Dorfman said.

One booth in the caravan describes Israeli multiculturalism by focusing mostly on the story of Ethiopian Jews.

Students can listen to the Eng-

lish speeches of David Ben Gurion, the first Israeli prime minister, and Golda Meir, Israel's only female prime minister, at another station.

From noon to 1 p.m., Sara Shendelman will sing Jewish folk music in the Student Union Amphitheater.

Although protesters passed out anti-Israeli literature at one campus, Dorfman said that for the most part, discussions on the area's politics are limited to "good interchanges."

Many of the people he met were simply looking for more

information about the issues being reported in the major media.

Organizers want to focus mostly on the less bellicose aspects of Israel, but they are prepared for protests.

When protesters showed up near the caravan during an earlier campus visit, members of the Israel Caravan broke out copies of their own political literature and passed it out next to the anti-Israel group.

The caravan will be at the University of California at Santa Cruz Sunday.

Students: Programs help education

From page 3

Villa grew up in East Los Angeles and attended a Jesuit high school.

SJSU College Readiness is trying a pilot program this spring called Harambee Scholars. Harambee is the Swahili word for "Let's all work together." The Harambee group focuses on African-American students from East Palo Alto middle schools. Freshman stu-

dent Jerome Martin is one of two people who are working full time on the project; the rest of the staff consists of volunteers.

"There are 50 to 60 middle school students who are in the program," Martin said. Those children will be followed by Harambee group workers throughout their high school years.

"We'll help them with four-

year planning in high school, so they don't get lost."

Program participants will receive academic advising at every grade level from the seventh up to high school graduation.

The program will include motivational and study skills workshops and at least one SJSU college visit.

"Every year we'll pick up another 50," Martin said.

Strip club to hold party for Navy returnees from Iraq, Somalia

SAN DIEGO (AP) — A strip club that was censured by Navy officials for welcoming home sailors with a performance by exotic dancers will throw a party for the Navy.

Gregory Zindel, manager of the Deja Vu nightclub, said Friday that his club was placing an advertisement in The San Diego Union-Tribune offering free admission to all military personnel next Tuesday.

Navy officials had denounced the performance by the strippers earlier this week.

More than 100 children and women were on board the four Navy ships when the dancers performed.

Zindel apologized afterward,

saying he didn't realize that women and children would be aboard the ships.

Navy officials are still smarting from the Tailhook scandal, in which 117 officers were implicated in sexual misdeeds or conduct unbecoming an officer.

An advance copy of the advertisement says: "Our original patriotic intent May 3 was to carry on the time-honored tradition welcoming home the sailors of the Pacific Fleet. This intent has been diminished by the publicity surrounding the harbor incident."

The advertisement goes on to say that the Deja Vu club still intends to celebrate the return of the ships, this time with a party.

Zindel said Friday the women will do what they usually do at the club.

On Monday, the USS Kitty Hawk, USS Cowpens, USS Leahy and USS William H. Standley were docking at two naval harbors in the San Diego area when yachts carrying about a dozen women from the nightclub sailed nearby. Some of the women removed bathing suit tops, and others removed all their clothing.

More than 4,000 sailors were aboard the ships and many cheered. The scene was captured on videotape by a television news station.

The ships were returning from a six-month deployment in Somalia and Iraq.

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Food

From page 1

"She helped us attain support to get the lab started," McProud said. "Circle of Friends gave us donations to get the lab off the ground."

They managed to get support from many organizations. However, Judith Schalberger, instrument technician for the department, described the budget as "shoe-string" for all the equipment the lab needed.

Schalberger said everything had to be built especially to be versatile in the room and the program needed a stainless steel table and paint to withstand heavy concentrations of smoke in any project.

The room was not constructed by an outside contractor, but by the facilities department at SJSU. The facilities department had other projects it was working on, and worked on the room when it could budget time, McProud said.

This may have slowed the building process down, but McProud said that was the only way to construct with university's support. Regardless, Schalberger said facilities supports the group.

"They have skilled workers and they are familiar with the department," she said. "We invited them to the reception."



Technician Judith Schalberger and Lucy McProud, Nutrition and Food Science chair, examine equipment in the new pilot plant.

DAVID M. MARSHALL — SPARTAN DAILY



MONTY COSME — SPARTAN DAILY

Aimee Funasaki hangs a red cord on a tree in front of Hoover Hall Wednesday afternoon. The project, called "Being a Woman" was a for a fiber sculpture class.

Theft: Project retains its message

From page 1

ugly sight."

Anthony said he did not know the display was an art project and he had no comment regarding the disappearance of the project last Monday. He asked, "Was it supposed to constitute anything?"

Other Hoover Hall residents, just below Anthony, shared their opinions.

Ryan Horikoshi, a freshman majoring in industrial design, said he liked the idea of displaying the art, but had some conflicting opinions with Funasaki's piece. Ken Kohut, a freshman majoring in electrical engineering, said the piece was "kind of an eyesore."

Neither Horikoshi nor Kohut knew who had removed Funasaki's original sculpture. Kohut said it disappeared so fast he thought university

personnel had removed it.

Robert Milnes, director of the School of Art and Design, confirmed Underwood received permission from Facilities Development and Operations to display the student's work.

"It's important that people understand that strong expressions provoke strong reactions," Milnes said.

"If our reaction is censorship or violence, then we're probably not reacting in a learning manner."

Within 24 hours of being re-hung, Funasaki's project was desensitized.

The pieces of paper stating various women's issues are gone. All that remains are the white cloth, red ropes and wire hangers swinging silently in the breeze. "Being a Woman" — the message still remains.

Women selected for combat duty

POINT MUGU NAVAL AIR STATION (AP) — Three pilots stationed here are among the first women selected for combat duty, Navy officials said.

The women aviators chosen were Lt. Susan Decker, Lt. Linda Overby and Lt. j.g. Mary Rimmel, pilots on the C-130 Hercules transport for the Navy's VXE-6 Antarctica Research Squadron.

Three more women pilots from Point Mugu in Ventura County are expected to be selected sometime in the fall.

If they accept the assignment, Decker and her colleagues will undergo warfare training at Navy facilities in

Jacksonville, Fla. where they will be trained to fly the Navy's P-3 Orion.

The P-3 Orion is a four-engine aircraft capable of sustained flights that is used primarily in tracking and destroying enemy submarines. The turboprop Orion carries an arsenal of Harpoon missiles.

Decker said Thursday she would accept the assignment despite the danger.

"It doesn't make much difference if a man or woman comes home in a body bag. Either way it is a tragedy," the 28-year-old said.

"As a volunteer, I am fully prepared to take the risks

involved in flying missions against a hostile enemy.

"It is a part of the job and it's an aspect of the job that I fully accept."

Decker said she believes inclusion of women in combat roles will serve to make the service a stronger, more versatile fighting force.

"It will make the Navy a more balanced service and one that has a bigger pool of talent to draw from," Decker said. "But once you step onto the flight deck of an aircraft, you're there because you are qualified to be there and it doesn't really matter whether you are a man or a woman."

Chrysler tries to cut expenses by changing ad plans

HIGHLAND PARK, Mich. (AP) — Chrysler Corp., one of the nation's biggest advertisers, will consolidate the way it buys ads in order to further cut expenses, the automaker said Friday.

Under the restructuring, each of the three agencies that work for Chrysler will continue to create its car and truck ads.

But only one will do the work of purchasing time on television and space in other media, eliminating some duplicative costs. Chrysler spends about \$567 million a year in ads.

It's the latest step Chrysler has taken to reorganize for greater efficiency, a change that has helped reverse the No. 3 automaker's weak financial condition in recent years.

Chrysler Vice President of Marketing John Damoose said it expects to save millions of dollars through the consolidation.

BBDO North America, one of the three Chrysler ad agencies, was chosen for the media-buying operation.

A new BBDO subsidiary will begin work in late July or August and coordinate the buying work of BBDO North America, Bozell Inc. and CME-KHBB Advertising.

BBDO won the bid for the overseer role after a seven-month study by Chrysler.

Chrysler isn't the first automaker to consolidate its ad-buying work.

General Motors Corp. has done it for seven years, picking lead agencies to handle specialties such as sports, prime time television, magazines and network radio, spokesman John Maciarz said.

Ford Motor Co. has no plans to combine its separate Ford, Lincoln-Mercury and Ford Truck media buying.

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